

IKEA ORGANIZES FURNITURE SWAP



RETAIL

Over the past few years, swapping clothing, books, music and movies has taken off around the world, with groups meeting for swaps offline and online. Now, flat-pack behemoth IKEA is organizing a furniture swap at its Amsterdam store: a [husselmarkt](#). The swap, which will take place on February 9th, will let up to 250 people bring in furniture—which doesn't have to be made by IKEA—and swap it for items brought in by others. IKEA will also add 12.000 euros worth of furniture to the mix. The event is part of a marketing campaign that encourages customers to think like designers, which includes experimenting by rearranging furniture they already have (roughly translated, *husselen* means to shuffle, or move around). To help people redesign their living spaces, IKEA offers a tool on [husselen.nl](#) that lets users draw a room as it's currently arranged, and then move around pieces on-screen. Any furniture that no longer fits their rearranged room can be brought to the [husselmarkt](#). It might seem contradictory from a business point of view: if people swap, they'll buy less. But IKEA knows that once a consumer rearranges a room, or gets a new couch (even if it isn't strictly new), they're likely to want a new rug, lamp or table to complete the makeover. What's next? How about H&M organizing a clothing swap? (Related: [Swapping marketplace](#).) Spotted by: Aylsa van den Broek

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Website: www.husselen.nl